

# ORDER



**Orders**

**Order / Rev:** 714522

Alt Order #: 06320594

Product Desc: MN UNITED

Estimate: 12020

Flight Dates: 09/24/12 - 09/30/12

Original Date / Rev: 09/28/12 / 09/28/12

Order Type: Political

**KARE**

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

**Agency**

**Name:** Media Strategies

Buying Contact:

Billing Contact:

11350 Randon Hills Road, Suite 670

Fairfax, VA 22030

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Minnesota United for All Families

Demographic: A35+

Product Codes: IS-Issue/Ballot

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	76	\$68,775.00	\$58,458.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	76	\$68,775.00	\$58,458.75	0.00
<b>Totals</b>	<b>76</b>	<b>\$68,775.00</b>	<b>\$58,458.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	26%	\$68,775.00
Market	100%	\$264,519.23

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	15%	\$39,677.88
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$2,645.19
KSTP	21%	\$55,549.04
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	32%	\$84,646.15
WFTC	5%	\$13,225.96

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/24/12	09/28/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	11111--		5			\$200.00		0.00				
2	KARE	09/24/12	09/28/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	11111--		5			\$700.00		0.00				
3	KARE	09/24/12	09/28/12	Today Show Today Show	CM	7-9a	33333--	:30	15	\$550.00	P-2	0.00	NM	15	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	33333--		15			\$550.00		0.00				
4	KARE	09/29/12	09/29/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1			\$750.00		0.00				
N 5	KARE	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1			\$350.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	09/24/12-09/30/12	SUN TDY		8-9a	-----Su	:30		<del>(\$350.00)</del>		0.00	NM		
	Credited														
6	KARE	09/24/12	09/27/12	M-F 9-10a TODAY	CM	9-10a	11-1---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	11-1---		3			\$300.00		0.00				
7	KARE	09/28/12	09/28/12	M-F 10-11a TODAY	CM	10-11a	----F--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	----F--		1			\$150.00		0.00				
8	KARE	09/26/12	09/26/12	M-F 1-2p Rachel Ray	CM	1P-2P	--W----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	--W----		1			\$150.00		0.00				
9	KARE	09/25/12	09/27/12	M-F 2-3p The Doctors	CM	2P-3P	-1-1---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-1-1---		2			\$175.00		0.00				
10	KARE	09/24/12	09/28/12	M-F 3-4p DR OZ	CM	3-4p	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	11111--		5			\$450.00		0.00				
11	KARE	09/24/12	09/28/12	M-F 430-5p Jeopardy	CM	430-5P	11111--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	11111--		5			\$900.00		0.00				
12	KARE	09/24/12	09/28/12	M-F 4-430p KARE 11 4 News	CM	4-430P	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	11111--		5			\$275.00		0.00				
13	KARE	09/25/12	09/28/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-2111--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-2111--		5			\$1,400.00		0.00				
14	KARE	09/24/12	09/28/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	11111--		5			\$1,500.00		0.00				

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15	KARE	09/29/12	09/29/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$850.00			0.00			
16	KARE	09/30/12	09/30/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$1,100.00			0.00			
17	KARE	09/24/12	09/28/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	1-111--	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	1-111--		4			\$1,800.00			0.00			
18	KARE	09/29/12	09/29/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$750.00			0.00			
19	KARE	09/24/12	09/24/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$4,500.00			0.00			
20	KARE	09/25/12	09/25/12	Tue Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-----		1			\$3,000.00			0.00			
21	KARE	09/26/12	09/26/12	Wed Prime LAW ORD:SVU	CM	8-10P (8:00 PM-10:00 PM)	--W----	:30	1	\$1,850.00	P-2	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W----		1			\$1,850.00			0.00			
23	KARE	09/28/12	09/28/12	Fri Prime DATELINE	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1			\$1,250.00			0.00			
24	KARE	09/24/12	09/28/12	M-F 10-1035p KARE News 10p	CM	10-1035P	1-1-1--	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	1-1-1--		3			\$2,250.00			0.00			
25	KARE	09/29/12	09/29/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$2,000.00			0.00			
26	KARE	09/25/12	09/27/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-1-1---	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-1-1---		2			\$750.00			0.00			
N27	KARE	09/30/12	09/30/12	Entertainment Tonight Entertainment Tonight	CM	1135p-1205a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$350.00			0.00			
Totals													76	\$68,775.00	